

Heritage Bulletin #4: Survey of Signage & Design Guidelines

NPS National Heritage Areas

www.cr.nps.gov/heritageareas/

June 2004; updated April 2006

The following describes the status of signage programs in various heritage areas based on a survey conducted in June 2004. For more information on a particular signage program, contact the person listed. If you have updates to share, please email Suzanne Copping at suzanne_copping@contractor.nps.gov.

General Information	<p>NPS Uniguide Sign Program (information on planning, design services, standards) http://www.nps.gov/hfc/products/uniguide.htm or contact Larry Matson, NPS Harper's Ferry Center at 304-535-6049 x6045.</p> <p>NPS Uniguide Standards Manual http://www.nps.gov/hfc/acquisition/uniguide.htm.</p> <p>NPS Graphic Identity Program (design guidelines, templates, font styles) http://www.graphics.nps.gov/.</p> <p>Federal Highway Administration Manual on Uniform Traffic Control Devices (MUTCD) (national standards for all signs, markings and traffic control devices (TCD) installed along any road open to the public in the US) http://mutcd.fhwa.dot.gov/.</p>
Area Guidelines Status Funding More Info Contact	<p>Yuma (Arizona) Guidelines for Interpretive Display System integrated into <i>Yuma Crossing NHA Management Plan</i> (2002).</p> <p>No funding.</p> <p>Charles Flynn, 520.343.8744.</p>
Area Guidelines Status Funding More Info Contact	<p>Cache la Poudre River (Colorado) Design guidelines integrated into management plan. Developing 19 wayside exhibits. Use NPS funds managed by Rocky Mountain National Park that area assigned to the Heritage Area. KVO Industries, Santa Rosa, CA. Susan Calafate Boyle, 970.225.3565.</p>
Area Guidelines Status Funding More Info Contact	<p>Quinebaug & Shetucket (Connecticut/ Massachusetts) No. Developing a signage program.</p>
Area Guidelines Status Funding More Info Contact	<p>Augusta (Georgia) Not yet.</p>
Area Guidelines Status Coordination Funding Coordination Contact	<p>Illinois & Michigan (Illinois) No guidelines or concept plan—a way-finding packet is available. Canal Corridor Association (CCA) has been implementing regional signage for 8-years; CCA's logo is meant to represent the region. There are about 120 signs on the driving tour, 85 mile markers along the canal—DNR, which owns the canal, has interpretive signage at parking lots in 18 areas, and CCA uses one side of the triad for interpretation. There are no agency logos on the park signs, providing for a seamless identity system. The common CCA identity covers the region, and is not paired up with other agency logos. State tourism provides grants to CCA, which matches funding 50/50 with other grants, local funds, and fundraising. People approach CCA with requests for signage—priority is first come, first served. Canal Corridor Association believes lack of design guidelines allows CCA and communities more flexibility and gives CCA more control over the final design. Ana Koval, 312.427.3688.</p>
Area Guidelines Status Funding More Info Contact	<p>Silos and Smokestacks (Iowa) <i>Signage Design Guidelines</i> (2004), includes sections on process, terminology, type faces, international symbols and logos, on interpretive and wayfinding signage, and on art features, computer graphics, standards, color, and maintenance. In process of implementing. TE funding and state highway funding. Guidelines available on CD. Candy Streed, 319.234.4567.</p>

Heritage Bulletin #4: Survey of Signage & Design Guidelines

NPS National Heritage Areas

www.cr.nps.gov/heritageareas/

June 2004; updated April 2006

Area	Cane River (Louisiana)
Guidelines	Completed.
Status	
Funding	
More Info	Design Consultant: Lees-Dawson Associates, 781-544-3166 or 508-693-7846.
Contact	Nancy Morgan, 318.356.5555.
Area	Essex (Massachusetts)
Guidelines	<i>Sign Standards Manual Overview</i> —(35 pages, includes specs)—a future phase will better coordinate way-finding with major sites. Signage types include scenic byways blazes, interpretive panels, signage at railroad stations, historic farms, and trailheads, and community welcome signs.
Status	Awaiting bid from state for 300-400 additional signs—since way-finding signs have been installed, individual sites/ communities now approach Essex to request signage.
Funding	Communities maintain priority lists and signage must comply with local guidelines. ISTEA enhancements and state funding—Essex asks for matching funding from partners' sources.
Coordination	Small signs such as directionals do not have room for partners' logos. ENHA emphasizes to partners that logo represents the area, not the commission—larger interpretive signs have a band at the top and bottom with room for a series of logos. Two regional planning agencies are involved in sign implementation. Maintenance after installation is a challenge.
More Info	
Contact	Annie Harris/ Kate Fox, 978-740-0444.
Area	Blackstone River Valley (Massachusetts/ RI)
Guidelines	<i>Environmental Graphics Program – Design Guidelines</i> (1997). Sign Types: Directional (trailblazers etc.), Interpretive (low profile / upright waysides), Site Identification, TIS radio system. There are a total 400 existing signs. Phase I installed in 1996, Phase II – III ongoing. Signs maintained by the Heritage Corridor Commission via cooperative agreements with state DOT's, municipalities and others.
Status	
Funding	Design and initial fabrication funded by the Commission, maintenance/replacement funded by partners, via cooperative agreements.
Coordination	There is a regional acceptance of logo with very wide distribution. Partners include DOT's, DEM's, municipalities and Chambers of Commerce.
More Info	Designed by Selbert Perkins Design Collaborative, Inc.
Contact	Mark C. Jewell, Outdoor Recreation Planner, 401.762.0250.
Area	MotorCities (Michigan)
Guidelines	In process of developing a family of designs for multiple applications.
Status	Goal to have six wayside exhibits installed summer 2004. Working closely with the NPS Midwest Regional Office.
Funding	Looking for funding from MDOT and DOT T-21 programs.
More Info	
Contact	Mark Pischea, 313.259.3425.
Area	Hudson (New York)
Guidelines	Not yet but in near future.
Status	
Funding	
More Info	
Contact	
Area	Blue Ridge (North Carolina)
Guidelines	
Status	
Funding	Secured funding for initial phase of design from the Federal DOT.
More Info	
Contact	Rob Bell, rbell@awnc.org , 828.687.7234.
Area	Ohio and Erie CanalWay (Ohio)
Guidelines	<i>Identity, Signage and Interpretive System and State of the Canalway and Communications Plan.</i>
Status	In implementation stage.
Funding	
More Info	Communications packet on CD; planning by Cloud Gehshan Associates at 215.829.9414, www.cloudgehshan.com .
Contact	John Houser, jhouser@ohioeriecanal.org , 330.434.5657.

Heritage Bulletin #4: Survey of Signage & Design Guidelines

NPS National Heritage Areas

www.cr.nps.gov/heritageareas/

June 2004; updated April 2006

Area Guidelines Status	Delaware and Lehigh (Pennsylvania) Identity, Signage and Interpretive System. Over 200 signs—cost-share with partners to update signage. Includes interpretative panels, trailside, informational and way-finding. Way-finding along highways limited because PennDOT has never approved the plan and standards - thus they have not allowed signs within their right of ways.
Funding	Variety of sources including National Endowment for the Arts, PA Heritage Parks, Commission fund and local groups.
Coordination	Permit small logos of the sign funders, partner site, and D&L in the upper right corner of the sign. Try to limit to 3-4 logos, but some signs have more.
More Info Contact	Planning by Cloud Gehshan Associates at 215.829.9414, www.cloudgehshan.com Rayne Schnabel, Rayne@delawareandlehigh.org , 610.923.3548
Area Guidelines Status	Lackawanna (Pennsylvania) Has a Signage and Wayfinding Program complete with guidelines and specifications. The Program began with a planning effort in the mid-1990's and the majority of the signage installation throughout the Lackawanna Heritage Valley was done from 1997-1999. The Program now includes approximately 90 signs including: directional, site identification, interpretive, historical markers, kiosks, church markers, and trail signage/markers. Maintenance/follow up for damaged signs difficult – funding to maintain signs hard to come by and responsibility for signs not always taken by municipalities who now “own” them.
Funding	Various funding sources including Transportation Enhancements (federal), PA. Heritage Parks Program, NPS, and local sources.
More Info Contact	Signage program and design by The Springwood Group, www.thespringwoodgroup.com . Jesse Ergott, jergott@lhva.org , 570.963.6730.
Area Guidelines Status	Oil Region (Pennsylvania) Currently preparing a Regional Signage Plan. Installation will occur in phases, starting with I-80 signage (half of the funding coming from Pennsylvania DCNR, with some matching funding from Oil Heritage Region Tourist Promotion Agency), then U. S. Routes 8, 62, and 322 (half the funds from PA DCNR on hand), and then U. S. Routes 27, 36, 227, 257 (half the funds from PA DCNR on hand).
Funding	3/4 by Pa. DCNR in Pa. Heritage Parks Program, and 1/4 by a local charitable trust.
More Info Contact	Designer: Meeker and Associates, Donald Meeker, principal. Marilyn Black, 814.677.3152.
Area Guidelines Status	Pocono Mountains (Pennsylvania) Statewide way-finding signage system in process. Designing system in cooperation with PENNDOT--area is within a "signage region."
Funding	Statewide signage trust--awaiting funds.
More Info Contact	www.poconowayfinding.org has way-finding toolbox. Mathilda Sheptak, mathilda@poconos.org .
Area Guidelines Status	Rivers of Steel (Pennsylvania) Not yet. Small grant to do a study for a signage program—have spoken with Silos and Smokestacks, Cane River and Wheeling to ask what firms they worked with and to describe the scope of work they put out for their RFPs.
Funding	
More Info Contact	Jan Dofner, 412.464-4020.
Area Guidelines Status	Schuylkill River (Pennsylvania) <i>Schuylkill River Trail and Schuylkill River Water Trail Master Sign Plan</i> (2004) includes a Schuylkill River Land and Water Emergency Response Location System, a Master Wayfinding Plan and Signage System and an Implementation Plan (available at www.schuylkillriver.org , under “Studies and Reports”). Also includes a sign schedule matrix and interpretive and community way-finding sign design template.
Status	Project addresses identity and branding issues to make the Heritage Area logo more visible at trail sites and existing heritage sites. Implementation is occurring in phases—first along the river, followed by signage on land to link land and water features, and finally the throughout the larger region to include interstates and major state roads. The river is the signage base-line/ spine and signs are being developed and installed out from the river in stages. The water trail along the river will include markers at landings, bridges, communities and include an emergency numbering system. The land trail will include directional information to the river, its communities and historic and cultural resources.
Funding	Planning paid for with public and private funding. Implementation may be funded by PA

Heritage Bulletin #4: Survey of Signage & Design Guidelines

NPS National Heritage Areas

www.cr.nps.gov/heritageareas/

June 2004; updated April 2006

More Info	DCNR's Community Conservation and Partnership Program, matched with funds from the NHA.
Contact	Design of Emergency Response Location System by Cloud Gehshan Associates at 215.829.9414, www.cloudgehshan.com . Sue Fordyce, sfordyce@schuylkillriver.org .
Area Guidelines	Valley Forge (Pennsylvania)
Status	No.
Funding	Signs for <i>Patriots or Traitors</i> ; identification signage.
Coordination	Valley Forge Convention and Visitors Bureau. Incorporates the Patriots or Traitors logo, the Valley Forge CVB name, Council of American Revolutionary Sites (of which all the sites were members) and the site name.
Contact	Linda Riley (Valley Forge Convention and Visitors Bureau), 610.834.7990.
Area Guidelines	South Carolina (South Carolina)
Status	Signage/ way-finding plan completed July 2004.
Funding	112 interpretive signs total, 56 by end of summer 2004--no way-finding installed yet
More Info	State of SC--DOT.
Coordination	Location nominations recommended by regional committees (4+ counties) and approved by the overall board. Localities supply basic text and images for signs.
More Info	Because this is a rural area, there is not much tourism or resistance to a signage program or the NHC logo. Local involvement is integral to decision-making and content.
Contact	Guidelines designed by Selbert Perkins Design. George Estes, gestes@scprt.com .
Area Guidelines	Shenandoah (Virginia)
Status	Yes--addresses logo, color scheme, signage template, and brochure template which area encourages partners to use. The way-finding system is under development and piggybacks on Virginia Civil War Trails.
Funding	Way-finding and interpretive in process. Has put out a request for bids to fabricate identity signage to be installed this summer or fall.
Coordination	Used NPS-appropriated funds, TEA-21 funds, and state appropriation.
Contact	Signage incorporates the National Historic District logo and color scheme. Interpretive signage combines VA Civil War Trails signs with NHD logo. In some cases, if the site is owned by others the signage is a mix of the NHD logo and graphics and the site's logo. Elizabeth Paradis Stern, 540.740.4543.
Area Guidelines	Wheeling (West Virginia)
Status	Way-finding system currently being revised to reflect new identity master plan--design guidelines first developed in 1989.
Funding	In process of designing and installing wayside signs along bike/jogging trails
More Info	Wheeling Heritage allocated funds in 1996 from its special allocation funds.
Contact	Incorporated a repair/replacement sustainability fee into the system. Hydie Friend, 304.232.1812